

I. In the claims:

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1. (Currently Amended) A method for marketing comprising:
 - (a) creating a plurality of records record in a database;
 - (b) customizing a workflow parameter for said record;
 - (c) managing said records record in said workflow; and
 - (d) acting upon said records record in said workflow within a station parameter.
 2. (Original) The method of claim 1, further comprising selecting a subsequent station within said workflow for said record.
 3. (Currently Amended) The method of claim 1, wherein the step of customizing a workflow parameter for said record includes assigning a duration for a record to remain in a station.
 4. (Currently Amended) The method of claim 1, wherein the step of customizing a workflow parameter includes defining a subsequent station for a said record.
 5. (Original) The method of claim 1, wherein the step of customizing a workflow parameters includes creating an action to be conducted by a user upon said record.
 6. (Currently Amended) The method of claim 1, further comprising compiling a report of said record records.
 7. (Currently Amended) The method of claim 6, wherein said report includes parameters selected from the a plurality of fields of said record.
 8. (Currently Amended) The method of claim 6, wherein said report is an automatically generated report.
 9. (Currently Amended) The method of claim 8, further comprising setting a frequency for

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generating said ~~automatically generated~~ report.

10. (Original) The method of claim 8, further comprising selecting a medium for communicating said report.
11. (Original) The method of claim 10, wherein said medium is selected from the group consisting of: electronic mail, a print copy, and a hyperlink to a browser page.
12. (Currently Amended) The method of claim 1, further comprising creating an opportunity within said workflow for marketing ~~an item~~ a product.
13. (Currently Amended) The method of claim 12, wherein said opportunity includes workflow parameters for the ~~item~~ product.
14. (Original) The method of claim 1, wherein each record is defined by an originating source.
15. (Original) The method of claim 14, further comprising said source providing a selection of originating stations in said workflow.
16. (Currently Amended) The method of claim 1, wherein the step of customizing a workflow parameter for said record includes ~~an administrator~~ amending a station definitions definition.
17. (Original) The method of claim 1, further comprising resolving a duplicate record.
18. (Currently Amended) The method of claim 1, further comprising removing said ~~records~~ record from said database.
19. (Original) The method of claim 1, further comprising removing a user from said database.
20. (Currently Amended) The method of claim 19, wherein the step of removing said user

cent includes reassigning said record records from said user to another user.

21. (Original) The method of claim 1, further comprising importing multiple records from an external source.
22. (Original) The method of claim 21, wherein the step of importing includes creating a file import map within the parameters of the database.
23. (Currently Amended) A computer system for marketing comprising:
a ~~plurality of records in a database~~ adapted to store at least one record;
a customized workflow parameter ~~for said record~~ adapted to be customized;
a workflow to manage said record records;
wherein said workflow parameter ~~instructs~~ provides instruction a user of a required action on a record.
24. (Currently Amended) The system of claim 23, ~~further comprising wherein said an~~ instruction to ~~select~~ selects a subsequent station within said workflow of for said record.
25. (Currently Amended) The system of claim 23, wherein said workflow parameter defines an action to be conducted ~~by a user~~ upon said record during ~~said a duration~~ in a station.
26. (Currently Amended) The system of claim 23, further comprising an instruction to compile a report of said record records.
27. (Currently Amended) The system of claim 26, wherein said report includes parameters selected from the ~~a fields~~ field of said record records.
28. (Original) The system of claim 26, wherein said report is an automatically generated report.
29. (Original) The system of claim 28, further comprising an instruction to set a frequency to

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generate said report.

30. (Original) The system of claim 26, further comprising an instruction to set a medium to communicate said report.
31. (Original) The system of claim 30, wherein said medium is selected from the group consisting of: electronic mail, a print copy, and a hyperlink to a browser page.
32. (Currently Amended) The system of claim 23, further ~~comprises~~ comprising an instruction to create an opportunity within said workflow to market ~~an item~~ a product.
33. (Original) The system of claim 23, wherein each record is defined by an originating source.
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34. (Currently Amended) The system of claim 33, wherein said originating source provides a selection of an originating station ~~stations to~~ for said ~~records~~ record in said workflow.
35. (Currently Amended) The system of claim 23, wherein said workflow parameter is amendable ~~amended by a system administrator~~.
36. (Currently Amended) The system of claim 23, further comprising an instruction to resolve a duplicate record records.
37. (Currently Amended) The system of claim 23, further comprising an instruction to remove records a record from said database.
38. (Original) The system of claim 23, further comprising an instruction to remove a user from said workflow.
39. (Currently Amended) The system of claim 38, wherein said instruction includes a secondary instruction to reassign a record to an alternative user ~~records of said user to another user of~~

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said system.

40. (Original) The system of claim 23, further comprising in instruction to import multiple records form an external source.
41. (Currently Amended) The system of claim 40, ~~further comprising~~ wherein said import instruction utilizes an import map to facilitate said import of records.
42. (Currently Amended) A method for marketing comprising:
- (a) creating a ~~plurality of records~~ record in a database;
 - (b) customizing a workflow parameter for said record;
 - (c) managing said records record in said workflow;
 - (d) acting upon said records record in said workflow within a station parameter; and
 - (e) selecting a subsequent station within said workflow for said record.
43. (Currently Amended) The method of claim 42, further comprising compiling a progress report of said records; record.
44. (Currently Amended) The method of claim 43, further comprising selecting a medium for communicating said report.
45. (Currently Amended) The method of claim 43, ~~further comprising~~ wherein said report is an automatically generated generating said report ~~produced~~ at a specified frequency.
46. (Currently Amended) The method of claim 42, further comprising entering a new records record into the database.
47. (Currently Amended) The method of claim 46, wherein said new record is ~~records are~~ imported from an external source.

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48. (Currently Amended) The method of claim 47, further comprising compiling an import map to convert a format of said external source to said database.
49. (Currently Amended) The method of claim 42, further comprising adding custom fields to the record of the ~~database~~.
50. (Original) The method of claim 42, further comprising providing a personal reminder schedule for a user of the database.

Please add the following new claims 51-56:

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51. (New) An article comprising:
a computer-readable signal-bearing medium;
means in the medium for customizing a workflow parameter for a record within a database;
means in the medium for managing said record within said workflow.
52. (New) The article of claim 51, wherein the medium is selected from a group consisting of: a recordable data storage medium, and a modulated carrier signal.
53. (New) The article of claim 51, further comprising means in the medium for generating a report of said record within said workflow.
54. (New) The article of claim 51, further comprising means in the medium for importing a new record into said database.
55. (New) The article of claim 51, further comprising means in the medium for customizing a field of said record.
56. (New) The article of claim 51, further comprising means in the medium for a reminder schedule associated with said record.
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